

Using Email Marketing To Grow Your Business | March 19, 2014 | By: derek allard

Download this handout and the presentation at: <http://tunnel7.com/msbdc-mar2014>

I will build / improve my mailing list by:

3 topics I'd like to tell the world about:

How often I will send message and how I will track results:

Takeaways

- ★ Build a quality email list
- ★ Be smart about your messaging with email marketing
- ★ Plan for the long term (annual basis)
- ★ Keep content brief / get users to take action
- ★ Data is your best friend - use it to make smart decisions

Tips & Tricks

- ★ Don't try to be perfect / fail faster
- ★ Run a survey to see what people want to hear about
- ★ Be sure Google Analytics is connected to efforts
- ★ Cut content in half and in half again
- ★ Better to put more messages out than perfect messages

Additional Resources

Effective E-Mail Marketing: The Complete Guide to Creating Successful Campaigns
by Herschell Gordon Lewis

Web Design for ROI
by Lance Loveday & Sandra Niehaus

tunnel 7

DESIGN MARKETING OPTIMIZATION